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Program Seeks to Lure Tech Companies to Downtown



Posted: Tuesday, March 24, 2015 3:00 pm

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DOWNTOWN LOS ANGELES - Downtown is increasingly gaining technology companies, and is already home to innovative businesses such as massive online retailer Nasty Gal.


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However, local leaders think that should only be the tip of the wired iceberg. The Downtown Center Business Improvement District this week is holding its first event in a new program that seeks to convince tech companies to move to the Central City. The effort, dubbed Get Urban, will kick off Thursday, March 26, with a tour of four Downtown office spaces that could serve as headquarters for tech companies. The tours, which are free (advance registration is required) will take place monthly, and will also showcase some of Downtown's dining, entertainment and shopping options. "Get Urban brings the vibrant, urban experience to employers and shows them how to capitalize on Downtown's incredible momentum to attract and retain their workforces by offering great workspaces in a thriving urban environment," said Carol Schatz, president and CEO of the DCBID, in a prepared statement. The DCBID also plans to take Get Urban on the road, with presentations in surrounding markets. This week's tour runs from 2-5 p.m. Additional information and reservations are at downtownla.com/geturban.

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